

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE APPLICATION: Denis KHOO et al. Conf. No. 8842
SERIAL NUMBER: 09/849,495 Group: 3622
FILED: May 4, 2001 Examiner: Khanh H. LE
FOR: METHOD AND SYSTEM FOR PROVIDING CONTENT WITH
AN OPTION

INFORMATION DISCLOSURE STATEMENT UNDER 37 C.F.R. 1.97

Assistant Commissioner for Patents
PO BOX 1450
ALEXANDRIA, VA 22313-1450

January 23, 2007

Sir:

Applicant(s) wish(es) to disclose the following information.

REFERENCES

Applicant(s) wish(es) to make of record the documents listed on the attached Form PTO-1449. Copies of the listed documents are attached, where required, as are either statements of relevancy or any readily available full or partial English translations of any non-English-language documents.

RELATED CASES

Attached is a list of Applicant's(s') pending applications and issued patents which may be related to the present application. Copies of the documents, where required, are attached along with Form PTO-1449.

CERTIFICATION

The undersigned certifies that

each item of information contained in this Information Disclosure Statement was first cited in any communication from a foreign or international patent office in a counterpart foreign or international application for the first time (to the knowledge of the undersigned, having made reasonable inquiry) not more than three months prior to the filing of this statement (See 37 CFR 1.97(e)(1)).

no item of information contained in this Information Disclosure Statement was cited in a communication from a foreign or international patent office in a counterpart foreign or international application, and, to the knowledge of the undersigned, having made reasonable inquiry, was known to any individual designated in 37 C.F.R. 1.56(c) more than three months prior to the filing of this statement. (See 37 CFR 1.97(e)(2))

BASIS FOR CONSIDERATION

This Information Disclosure Statement is filed:

- without fee and within three months of the filing date of the application.
- without fee and within three months of the date of entry of the U.S. national stage.
- without fee and before the mailing date of a first Office Action on the merits (to the knowledge of the undersigned).
- without fee and with the appropriate certification above.
- without fee and with a new CPA application.
- without fee and with a Request for Continued Examination.
- with fee and before the mailing date of any Final Office Action, Notice of Allowance or an action that otherwise closes prosecution (to the knowledge of the undersigned).
- with fee, appropriate certification above, and before payment of the Issue Fee.

DEPOSIT ACCOUNT

- Please charge any additional fees for the papers being filed herewith and for which no check is enclosed herewith, or credit any overpayment to Deposit Account No. 50-3266.

Respectfully submitted,

DLA PIPER US LLP



44,977

Dale S. Lazar
Reg. No. 28,872
Attorney of Record

P.O. Box 9271
Reston, VA 20195
Tel. (703) 773-4000
Fax (703) 773-5200

DSL/maf

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

INFORMATION DISCLOSURE
STATEMENT BY APPLICANT

(Use as many sheets as necessary.)

Complete if Known

Application Number	09/849,495
Filing Date	May 4, 2001
First Named Inventor	Denis KHOO et al.
Art Unit	3622
Examiner Name	Khanh H. LE

Sheet 1 of 3 Attorney Docket Number 6000-005-52

U. S. PATENT DOCUMENTS

Examiner Initials*	Case No. ¹	Document Number Number/Kind Code ²	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	US -5,034,807	7/1991		Von Kohorn	
	US -5,283,734	2/1994		Von Kohorn	
	US -5,319,455	6/1994		Hoarty et al.	
	US -5,488,423	1/1996		Walkingshaw et al.	
	US -5,515,270	5/1996		Weinblatt	
	US -5,524,195	6/4/1996		Clanton et al.	
	US -5,541,638	7/30/1996		Story	
	US -5,619,249	4/8/1997		Billock et al.	
	US -5,684,918	11/1997		Abecassis	
	US -5,734,853	3/31/1998		Hendricks et al.	
	US -5,754,939	5/19/1998		Herz et al.	
	US -5,759,101	6/1998		Von Kohorn	
	US -5,774,170	6/1998		Hite	
	US -5,774,870	6/1998		Storey	
	US -5,806,045	9/1998		Bjorge et al.	
	US -5,832,457	11/1998		O'Brien et al.	
	US -5,915,243	6/1999		Smolen	
	US -5,926,624	7/20/1999		Katz et al.	
	US -5,929,850	7/1999		Broadwin et al.	
	US -5,937,329	8/10/1999		Helmy	
	US -5,978,013	11/1999		Jones et al.	
	US -6,005,561	12/21/1999		Hawkins et al.	
	US -6,282,293	8/2001		Itoh et al.	
	US -6,282,713	8/2001		Kitsukawa et al.	
	US -6,336,100	1/1/2002		Yamada	
	US -6,411,992	6/25/2002		Srinivasan et al.	
	US -6,446,261	9/2002		Rosser	
	US -6,463,585	10/8/2002		Hendricks et al.	
	US -6,505,240	1/7/2003		Blumenua	
	US -6,553,178	4/2003		Abecassis	
	US -6,594,825	7/15/2003		Goldschmidt Iki et al.	
	US -6,698,020	2/24/2004		Zigmond et al.	
	US -6,738,978	5/2004		Hendricks et al.	
	US -6,799,327	9/28/2004		Reynolds et al.	
	US -6,816,628	11/9/2004		Sarachick et al.	
	US -6,820,277	11/16/2004		Eldering et al.	

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

Complete if Known

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

Sheet 2 of 3 Attorney Docket Number 6000-005-52

U. S. PATENT DOCUMENTS (con't.)

Examiner Initials*	Cite No. ¹	Document Number Number-Kind Code ² (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
	US -6,868,415	3/15/2005	Kageyama et al		
	US -6,075,971	6/1/00	Williams et al.		
	US -5,483,276	1/1/96	Brooks et al.		
	US -5,500,681	3/1/96	Jones		
	US -5,564,073	10/1/96	Takahisa		
	US -5,264,933	11-23-93	Rosser		
	US -5,758,072	5/26/98	Filepp et al.		
	US -6,490,587	12/3/2002	Easty		
	US -6,189,008	2/13/2001	Easty		
	US -6,285,999	9/14/2001	Page		

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document Country Code ² Number ³ Kind Code ⁴ (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁵
	WO 9950778		10/7/1999	Slade		
	WO 0043892		7/27/2000	Galuten		
	WO 99/04561		1/28/1999	Alexander		
	WO 02/084502		10/24/2002	Cristofalo et al.		

Examiner Signature _____ Date Considered _____

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 1 Applicant's unique citation designation number (optional). 2 See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04, 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Substitute for form 1449A/PTO				Complete if Known	
				Application Number	09/849,495
				Filing Date	May 4, 2001
				First Named Inventor	Denis KHOO et al.
				Art Unit	3622
				Examiner Name	Khanh H. LE
Sheet	3	of	3	Attorney Docket Number	6000-005-52

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
		Masih, Rumi. "An empirical analysis of the demand for commercial television advertising," Applied Economics, 32, 2, 149(1), February 1999.			
		Balabanovic et al. "Fab: Content-Based, Collaborative Recommendation," Communications of the ACM, Vol. 40, No. 3, March 1997.			
Examiner Signature	Date Considered				

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and sending the completed application to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.